

ACADEMIC COUNCIL
Texas Tech University

Meeting of February 20, 2018
1:15 PM, Library Room 309

MINUTES

Present: Cindy Akers, Dennis Arnett, Bobbie Brown, Todd Chambers, Lora Deahl, David Doerfert, Cathy Duran, Genevieve Durham DeCesaro, John Getz for Robbie Meyer, Maggie Gilchrest, Greg Glaus, Birgit Green, Jamie Hansard, Saif Haq, Melanie Hart, Sheila Hoover, Lynn Huffman, Patrick Hughes, Jorge Iber, Darryl James, Michelle Kiser, Amy Koerber, Mitzi Lauderdale, Mellinee Lesley, Ryan Litsey, Robin Lock, Pat McConnel, Garrett McKinnon, Alison Myhra, Bill Pasewark, David Roach, Brian Shannon, Brian Steele, Rob Stewart chair, Patricia Vitela, Janessa Walls, Vicki West, Aliza Wong

Guests: Chiquito Crasto, Bella Gerlich, Laura Heinz, Rodney Lackey, Guy Loneragan, Yehia Mechref, Carrye Syma, Jatindra Tripathy

Action Items:

1. Associate Deans are asked to review the information in the minutes concerning the President's enrollment initiative for Summer 2018 and begin discussions in their colleges to support the initiative.
2. Associate Deans are asked to provide their unit heads with the language in the minutes concerning required core curriculum in the major. Units that require specific core courses in the major may consider including this language in their advising and promotional materials in order to inform transfer students of the specific core courses required for completion of the major.

Stewart called the meeting to order and introduced the minutes from the January meeting. With no corrections suggested, Huffman moved to approve the minutes as presented, Hoover seconded, and the motion was approved.

Glaus gave a brief presentation regarding the Marsha Sharp Center for Student Athletes and the academic achievements of student-athletes at Texas Tech University. He said the center offers three core functions: academic advising, learning assistance, and eligibility verification. Glaus said for the Fall 2017 semester, student athletes at Texas Tech achieved a composite GPA of 3.15, the highest ever recorded for Texas Tech student athletes. He said 51 of the approximately 400 student athletes recorded 4.0 GPAs. Glaus also fielded a question about Tech's student athlete academic ranking with regard to the Big 12, and he said while the conference does not collect or disseminate such information, according to NCAA APR statistics, student athletes in most sports at Texas Tech rank in the top four among Big 12 institutions.

Martin provided a presentation on the President's initiative for Summer 2018. He said the task force assembled to provide recommendations had created two fundamental goals: set a foundation for future summers and impact student retention for Summer 2018. The task force's

basic questions included what courses were students taking, what amount were online versus face-to-face, and what type of scholarship efforts were in effect to encourage summer enrollment. Thanks to a \$1 million investment from the President's office, Martin said a standalone summer school website was under development, one he said the task force hoped would be a main landing page for summer course information. He said the university was also preparing a marketing blitz to let students know what options were available as far as summer courses, adding that it would be important to let parents and guardians know the benefits of summer enrollment—such as reduced cost and an abbreviated period for earning a degree. He said the task force was working with Communications & Marketing, Operations Division, the Registrar's Office, and other units. He noted that the Registrar's Office was in the process of identifying students who needed between 36 and 42 hours to complete their degrees; the university would be reaching out to offer a number of \$1,000 scholarships to students who agreed to sign up for a minimum of 6 hours of courses. Martin also said the task force was reaching out to transfer students and offering a total of 300 scholarships in the amount of \$1,000. He noted that the Ready, Tech, Go program would offer up to 400 incoming freshmen the opportunity to take a summer course for free, targeting high achievers most likely to be eager to begin their collegiate studies. Finally, Martin said \$250,000 had been set aside for colleges to propose to the Provost's office summer retention or curricular programs with high potential to increase enrollment, especially among upper division students. Details of each of these strategies will be announced following a soon-to-be released memo from the President, Provost, and CFO.

The Council heard a proposal from Loneragan for a new Doctor of Veterinary Medicine (D.V.M.) degree. He said courses for the proposed degree were under development, and that individual meetings with members of the Board of Regents would be conducted to help determine a budget for the program. The degree would be housed in the School of Veterinary Medicine, which will operate under the auspices of the Provost's office. After a brief discussion, Akers moved to approve the degree as presented, Doerfert seconded, and the motion was approved.

Gerlich discussed a proposal for a Master of Science in Library and Information Sciences degree. She said the TTU Library had surveyed potential students and found high demand for the 36-hour degree. She said it differed from library programs at other universities in that it would require a practicum. She also noted that the program would be housed in the Graduate School until such time as the Library was recognized as an academic unit. She said the program would begin accepting students in Fall 2019, and the cross-disciplinary program would pull some courses from other disciplines, including working with the TTUHSC library. After a brief discussion, in which Gerlich noted the degree would not require a thesis, Chambers moved to approve the degree as presented, Doerfert seconded, and the motion was approved.

The Council heard a number of proposals for concentrations to be added to existing degrees:

- Peaslee introduced eight new concentrations for the B.A. in Journalism: Digital and Social Media Studies; Education and Social Issues; Health, Science, and Environmental Journalism; International/Intercultural Communication; Strategic Communication; Visual Communication; Media Economics and Management; and Political Journalism. He said the degree required a minor or concentration so students could learn a “beat” they would be likely to cover when they entered the workforce. He noted that each concentration was interdisciplinary, setting them apart

from traditional minors. He also reassured the Council that the courses listed for the concentrations had been vetted by the relevant department chairs, and that the courses did not have prerequisites.

- Roach discussed three new concentrations for the B.A. in Spanish: Spanish in a Global Context, Spanish Language Studies, and Literatures and Cultures of the Spanish-Speaking World.
- Mechref discussed two concentrations for the M.S. in Biotechnology: Bioinformatics Research and Life Sciences Research. He noted that each concentration would be focused toward different clienteles, and that the last year of research would focus on the individual topic.
- Lock announced a concentration in Personalized Learning for the M.Ed. in Curriculum and Instruction. She said the concentration was being added in response to school districts asking for the new type of learning methodology to become more widely available to teachers. She said a Personalized Learning graduate certificate program had been initially created, and that demand for the certificate had been quite high.

Durham DeCesaro reminded those in attendance that since the concentrations were simply adding a specialized field of study to an existing degree, they did not require a vote of approval. Durham DeCesaro also reminded those in attendance that concentrations are only available to students in a particular “home” major.

Huffman discussed a proposal for a graduate certificate in Cross Cultural Studies. She said the College of Human Sciences had long offered a minor in the topic, and that demand now existed for a full certificate program. Doerfert moved to approve the program as presented, Chambers seconded, and the motion was approved.

Mechref discussed a proposal for a graduate certificate in Biotechnology. He said some potential students such as high school teachers and scientists looking for exposure to the field of biotechnology in order to further their careers had expressed interest in such a program. Huffman moved to approve the certificate program as presented, Wong seconded, and the motion was approved.

The Council heard information items regarding a graduate minor in Biotechnology, as well as a name change for the Women’s Studies program to the Women’s and Gender Studies program.

The Council also heard information on a number of changes to existing programs:

- Huffman discussed a proposal to offer the B.A.A.S. in RHIM degree online, noting that research had determined a market existed for online modality.
- Akers discussed a proposal to increase the SCH requirements for the B.S. in Agribusiness and B.S. in Agricultural and Applied Economics from 120 hours to 121 hours. She noted an internal audit had found a hidden prerequisite, and the adjusted course hours would rectify the situation.
- Pasewark noted that a proposal to reduce the credit hour requirements for the Business Analytics graduate certificate would make the program more accessible to potential students.
- Lock said a proposal to increase the SCH requirements for the M.Ed. in Educational Psychology from 36 to 45 hours would ensure that degree earners could earn credentials as licensed school psychologists.

- Roach discussed a proposal to move the M.S. in Forensic Science to the Department of Environmental Toxicology. Previously, the degree had been housed as an interdisciplinary degree. He said moving it would give it a home.
- Doerfert moved that the program changes be approved as presented, Haq seconded, and the motion was approved.

Peaslee discussed a proposal to change the name of the Department of Journalism and Electronic Media to the Department of Journalism and Creative Media. The proposal had been tabled during the January Academic Council meeting. Koerber moved to remove the item from the table, Wong seconded, and the motion as approved. Peaslee said the department faculty had met and unanimously voted to modify the proposed name to the Department of Journalism and Creative Media Industries. After a brief discussion, Wong moved to approve the name change as amended, Litsey seconded, and the motion was approved.

McKinnon presented the summary of course approvals, noting that item 30 on the docket (SPMT 5346, Law in the Sport Industry), had been tabled at the December Academic Council meeting. Roach moved to move the item off the table, Deahl seconded, and the motion was approved. Roach said the Department of Kinesiology and Sport Management had come to an arrangement with the School of Law, and that the course proposal could proceed. After a brief discussion of courses, Huffman moved to approve the courses as presented, Doerfert seconded, and the motion was approved.

Durham DeCesaro provided the Council with an update regarding a MOU with North Central Texas College, as well as a reminder about the need to inform students about specific core curriculum courses required within a major. She brought this forward because of the routine concerns expressed by transfer students who come into TTU having completed core courses only to find that the core courses required for their TTU majors are different. Per state law, we must apply completed core curriculum courses to the degree, meaning that some students will be required to complete *more* than the published minimum number of hours required to complete a degree. Durham DeCesaro suggested that academic majors requiring specific core courses consider using the following language to remind students about this possibility: *Some degree programs include specific core curriculum courses as graduation requirements or prerequisites for other courses. Students who transfer in (or have previously completed via credit by exam) core curriculum courses that differ from those included in the degree program could be required to complete additional core curriculum courses as degree requirements.*

Durham DeCesaro also provided an update on THECB actions:

- A number of Texas Tech faculty had earned appointments to the Coordinating Board's field of study committee, giving the university a solid voice in the proceedings.
- THECB had approved title changes to the M.S. and Ph.D. in Couple, Marriage and Family therapy.
- THECB had also approved the Ph.D. in Exercise Physiology.
- Finally, the Coordinating Board has scheduled a site visit to review the proposed Ph.D. in Addictive Disorders and Recovery Studies, the third doctoral site visit of the year, she noted.

Stewart inquired if there was other business to discuss. Hearing none, he adjourned the meeting.